

On the Go

Rideshare News for Southern California Employee Transportation Coordinators (ETCs)

November/December 2016

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10 Ways to Celebrate the Holidays Rideshare-Style

As you gear up for the holidays, remember to put the "ride" into the sharing season. Some ideas:

1. Set up a **rideshare table** at the holiday party.
2. If you already award **incentives or raffle prizes**, make some gift cards or grocery/restaurant vouchers that can be useful this time of year.
3. Notify employees of any **transit schedule changes** due to the holidays—or even better, set up carpools to help regular transit riders get to work on those days.



4. Collect toys or non-perishable food items for "Stuff a Bus" charity events ([see Calendar](#)).
5. For employees who travel during the holidays make sure they know about affordable transit options for **getting to the airport**, like [FlyAway Bus service](#) to LAX from various locations including Union Station, or the [Bob Hope Airport Shuttle](#) from North Hollywood to the Burbank Airport weekends and holidays.

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Thinking of Adding EV Charging or Solar at Your Worksite...?

The US Environmental Protection Agency (EPA) can help you locate affordable electric vehicle charging stations and/or solar systems. As part of a special initiative, they'll help you identify available rebates, assess if your worksite can accommodate alternate energy, provide information to get management on board, and help you select vendors to do the work.

Assistance is available to employers in the South Coast Air Basin at no cost. For details on the Electric Vehicle Charging and Solar Initiative, visit epa.gov.



Metro



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10 Ways to Celebrate the Holidays Rideshare-Style

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6. Promote transit to **holiday events**, such as taking Metro Rail to ice skate in LA's Pershing Square or [Metrolink](#) to the Mission Inn Festival of Lights. It's a great way to introduce bus/rail to employees in their off hours, so they might be willing to give it a try to work as well.



7. For Thanksgiving, send an email or staff letter to **let ridesharers know you're thankful** for all they do to reduce traffic and air pollution.

8. Select employees to receive **end-of-year rideshare awards**, such as "most loyal carpooler," "transit rider of the year," "longest-distance ridesharer," if possible handing out awards in person at a holiday gathering.



9. Some transit agencies offer **free rides** on Christmas Eve and/or New Year's Eve—follow [Metro](#) and [OC Bus](#) or your local provider on social media for details closer to the dates.

10. Take some time to assess your rideshare program and decide what's working and what you can do to improve it—then ring in the New Year with a "**rideshare resolution**" to make 2017 the best year yet.

'Tis the Season for Gaining Weight, Unless...

With all the cookies, parties, and feasts during the holiday season—plus how all these festivities can keep you from the gym—it's easy to pack on the pounds. That is, unless you find ways to burn more calories and fit fitness into your daily schedule.

Ridesharing can help you keep holiday weight gain at bay—a great tip to share with your employees.

Of course, switching from driving to walking or cycling to work is a sure-fire calorie burner.

What many people don't realize is that riding bus or rail also boosts fitness and burns more calories than driving. Ask anyone with a Fitbit or pedometer, those little jaunts to and from the bus stop or transferring between lines adds up to more steps taken than sitting behind a wheel. For a 170-pound person, walking at a moderate pace for an hour burns 296 calories, vs. 134 calories for sitting.

A bonus: Walkers not only burn calories, but they might also work off some of that holiday stress.



Union Station Opens New Eatery

Southern California bus and train travelers now have a new place to stop and grab a meal at a reasonable price at Los Angeles Union Station. Café Crepe last month opened for business, not only serving crepes, but also burgers, salads, sandwiches and desserts. It's located in the old Union Bagel space (across from Traxx). Menu and details are at cafecrepe.com.

Rideshare Week—What a Week It Was!

Thanks to your help spreading the word, thousands of commuters made the pledge and shared the ride during Rideshare Week, Oct. 3-7.

The campaign, sponsored in Southern California by the county transportation agencies, served as a reminder that carpooling, vanpooling, riding transit, bicycling, walking or telecommuting is a great way to save time, money and stress on the commute.

Hundreds of employers held events ranging from rideshare fairs to parties to pledging competitions.

If your employees participated in prize drawings through your county rideshare agency—for prizes including iPads, vacation getaways, gift cards, transit passes and more—they'll be notified shortly.

We'd like to extend our appreciation to 2016 Rideshare Week sponsors:



Los Angeles Metro

- Aquarium of the Pacific
- Brighton Collectibles
- Macy's
- Metrolink
- vRide

Orange County Transportation Authority

- Spectrumotion
- Experian

San Bernardino Associated Governments

- Rainforest Café
- Ace Hotel and Swim Club
- Rancho Cucamonga Quakes
- Monster Energy
- Classic Club
- Riverside Transit Agency
- Dana Wharf Sportfishing & Whale Watching
- Ashley Furniture
- vRide
- La-Z-Boy
- Macy's
- Western Municipal Water District
- Pechanga Resort & Casino
- Medieval Times Dinner & Tournament
- Metrolink
- Omnitrans
- Stater Bros.

Ventura County Transportation Commission

- Ventura County Air Pollution Control District



Helping to promote ridesharing as part of their on-air traffic reports are 2016 Golden Pylon winners (from left to right) Katie Clark, Karen Kay, Kajon Cermak and Ramberto Salcido. (Not pictured, Magaly Ortiz Rodriguez).

It's More Than Reporting SigAlerts...

Southern California TV and radio traffic reporters don't simply tell people about tie-ups and gridlock—many of them also help ease traffic by suggesting alternatives to driving alone.

That's the inspiration behind the annual Golden Pylon Awards, which this year honored five reporters who give regular Rideshare Thursday reminders, report on fast-moving traffic in the carpool lanes, and sing the praises of bus and rail.

Golden Pylon winners are:

- Officer Ramberto Salcido, La Maquina 100.9fm, La Poderosa and Univision radio
- Katie Clark, KNX, CBS2
- Kajon Cermak, KCRW
- Magaly Ortiz Rodriguez, Spanish-language radio and TV, Univision
- Karen Kay, KOLA, KSGN, Sirius LA

Winners were nominated by their traffic reporting peers as well as by the Golden Pylon Award sponsoring agencies, which included Metro in Los Angeles County, Orange County Transportation Authority, San Bernardino Associated Governments and Ventura County Transportation Commission.

Los Angeles



Expo Line Gets More Frequent Trains

Good news: To meet customer demand on the Expo Line—with service between Santa Monica and downtown LA—Metro has increased train frequency to every 6 minutes during the weekday (up from every 12 minutes). For maps and schedules, visit metro.net.

New Park & Ride Opens Next to the 101

Metro and the city of Westlake Village opened a 400-space Park & Ride lot near the 101 Freeway,



offering motorists in the Las Virgenes-Malibu area a place to meet and share the ride. The facility, located at 31107 E. Thousand Oaks Boulevard, includes landscaping and irrigation improvements, lighting for the parking lot and new access roads.

For information on this and other Park & Ride lots, visit metro.net/riding/paid_parking/.



Take Metro to King's Games & Win TAP Passes

Going to cheer on the Los Angeles Kings? Skip the hassle and expense of driving and parking by riding Metro—many buses stop near Staples Center, as do the Expo and Blue lines (or if you're willing to walk a little farther, the Red and Purple lines). Metro will also be giving away TAP passes to lucky fans at select games.

Follow Metro on [Twitter](#) and [Facebook](#) to find out more.

Remember Carmageddon?

The newest freeway closure—this one on the 710 Freeway—may not have a catchy nickname like Carmageddon, but it's sure to cause headaches for drivers all the same.

Northbound lanes of the 710 from the 5 Freeway to Highway 60 are being shut down on weekends from 10 p.m. Friday until 4 a.m. Monday for repair work. Closures will run through Dec. 19, except for the weekends of Nov. 11-14 and Nov. 25-28.

Motorists should avoid the closed area and instead use the 110 or 605 freeways and—of course—ridesharing is encouraged.

Orange

OC Bus Now Has Mobile Ticketing App

OC Bus recently unveiled its mobile ticketing app, which allows riders to purchase fare on a smartphone, activating the ticket when they're ready to ride—no need to deal with paper passes or digging for exact change.

The app allows riders to buy any fixed-route OC Bus fare, including



single rides, the newly discounted \$4 day pass, 7- and 30-day passes, college passes and express route fares.

Using the app, riders can:

- Add fare instantly using a debit/credit card or PayPal, including prepaid debit cards
 - Store multiple passes on their phone for future use
 - Pay for a single fare or multiple fares for a group of riders
 - Purchase fares and passes on a smartphone or on any computer via the Orange County Transportation Authority (OCTA) website.
- Download the app and get more information at octa.net.

Shuttles in Orange County Close Transit Gap

While recent [service changes for OC Bus](#) eliminated some underutilized lines, OCTA launched several shuttles to help those affected by the closures.

They include:

- Mission Veijo Circulator—operates weekdays in a loop from the Laguna Niguel/Mission Viejo Metrolink Station to the Murray Community Center, stopping at schools, shops, and businesses, with departures every 45 minutes.
- San Clemente Rideshare Service runs weekdays along routes formerly served by discontinued OC Bus Routes 191 and 193.
- Westminster Little Saigon Circulator is free and travels daily in a loop every 15 minutes around Magnolia Street, Bolsa Avenue, Brookhurst Street, and Bishop Place.



San Bernardino

40 Prizes for 40 Years

Omnitrans is celebrating its 40th anniversary by giving riders a chance to win one of 40 prizes, including a \$400 Visa gift card and a year of free rides, movie passes, bus passes and more. Deadline to enter is Nov. 10.

Visit omnitrans.org.

Ride the Bus from San Bernardino to Cabazon Outlets

If you're in San Bernardino, you can now ride the bus to and from the Cabazon Outlets thanks to the newly expanded Pass Transit Route 120, which



now connects to the San Bernardino Transit Center.

Commuter Route 120 runs Monday through Saturday, serving Beaumont to Calimesa, the San Bernardino Transit Center, San Bernardino Metrolink and Loma Linda VA Hospital before returning east.

For a detailed look at Route 120, [click here](#).

Help Your Employees Earn Gift Cards When They Rideshare

Who doesn't like getting free gift cards, especially around the holidays? If you have employees who live in San Bernardino County, they may be able to receive \$2-a-day in gift cards for three months when they try ridesharing.



It's part of an ongoing incentive program from San Bernardino Associated Governments (SANBAG). After the three months, participants are enrolled in Rideshare Plus—which keeps them ridesharing by offering a coupon book full of savings and access to a members-only website where they can print coupons from more than 135,000 merchants.

Details are at IECommuter.org, or contact SANBAG at 1.866.RIDESHARE (866.743.3742) to sign up and get marketing materials to promote these incentives to your employees.

Ventura



Free Rides for Veterans

As a way of saying "thank you" for their service, VCTC Intercity Transit and all Ventura County bus operators will offer free rides to veterans on Veteran's Day, Nov. 11. Transit schedule information is at goventura.org.



Ventura (Continued from page 5)

Bus to Camarillo Outlets

In time to help with holiday shopping, Ventura County Transportation Commission (VCTC) last month launched Oxnard Camarillo Connector, linking South Oxnard to the Camarillo Premium Outlets. It's VCTC's first new service in a decade, and it not only offers fast travel time but helps shoppers avoid the hassle of searching for parking at the mall.

For the route map, [click here](#).

Join the VCTC Board as the Citizen Representative

VCTC is seeking non-elected Ventura County residents who are interested in serving a four-year term on its board as the Citizen

Representative for the Cities of Ventura County.

The board establishes transportation policies and sets priorities for funds for highway, transit, rail, aviation, bicycle and other transportation projects in the county.

If you're interested in being considered for the position, send a letter of interest to your respective Mayor no later than Nov. 30. The Cities Selection Committee will meet in late December or early January to make the appointment. The term begins February 3, 2017.

Find out more at [goventura.org](#).



Meet Your Rideshare Reps

Los Angeles Metro

Los Angeles Metro's team helps employers comply with Rule 2202 mandates, as well as some city ordinances. They are (pictured L-R):



- Marilyn Locke, east county, 213.922.4233
- Mary Ann Garcia, multi-site employers, 213.922.6226
- Thomas Reese, west county, 213.922.2871
- Maricela Perez, downtown Los Angeles, 213.922.6268

Kylie Swope, Orange County Transportation Authority

Kylie Swope recently joined OCTA to share her promotional know-how and experience (which includes stints in marketing at Realty ONE Group and Fearless Records, among others), finding clever ways to get commuters on board with alternatives to driving alone.



"I look forward to working with ETCs to share ideas and discuss services that are available to them," says Swope.

To reach her, email kswope@octa.net.

Nicole Soto, San Bernardino Associated Governments

Nicole Soto oversees the team at IE Commuter that provides rideshare services to employers—and she knows what she's doing because she's also an ETC herself, helping SANBAG employees find rideshare options.

"I'm a big advocate for getting vehicles off the road and improving air quality," says Soto. "Prior to working at SANBAG, I vanpooled for eight years and really enjoyed it."

To reach her, email nsoto@sanbag.ca.gov or call 909.884.8276.



Alan Holmes, Ventura County Transportation Commission

Alan Holmes helps Ventura County employers by providing free survey processing, RideGuides and promotional assistance.

To reach him, email aholmes@goventura.org or call 805.642.1591, ext. 119.

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Metro Art presents free movies at Union Station, Nov. 4 and Dec. 2 at 8 p.m., [metro.net](#).

Omnitrans' 40 Prizes for 40 Years sweepstakes entry deadline is Nov. 10, [omnitrans.org](#).

Veterans ride free on Veterans Day, Nov. 11, on all [Ventura County buses](#).

IE Commuter Network Meeting is Nov. 16, 8:30 a.m. in Ontario, 1.866. RIDESHARE (866-743-3742).



This holiday season, Metro, OCTA and Omnitrans will "Stuff a Bus" in coordination with Spark of Love Toy Drive; for dates/locations, visit [metro.net](#), [octa.net](#), [omnitrans.org](#) and [abclocal.go.com/kabc](#).

Metro, OC Bus and other transit providers often offer free rides the nights of Christmas Eve and New Year's Eve—check the website or social media for your provider.



Network Meetings

Burbank TMO serves businesses in Downtown and Media District areas; call Kyle Maetani, 818.953.7788, [btmo@polarisnet.net](#).

Century City TMO serves businesses in the Century City area; call Linda Paradise Lyles, 310.453.1714, [linda@cctmo.org](#).

Compass at Playa Vista meets regularly; call Aaron Gaul, 310.929.5946, [aaron@playavistacompass.com](#)

Go Glendale meets regularly; call 818.543.7641.

IE Commuter offers bi-annual meetings for ETCs in the Inland Empire; call 1.866. RIDESHARE (866.743.3742).

Irvine Spectrum TMA meets regularly; call 949.727.4273, email [steve@spectrumotion.com](#).

Orange County Network meets regularly; email [sharetheride@octa.net](#).

Pasadena TMA meets regularly; call Jenny Cristales, 626.744.7464. Santa Monica ETC Network meets regularly; call 310.458.8956.

Torrance Transportation Network meets regularly; call Kim Fuentes at 310.784.7902.

Warner Center TMO meets monthly; [tmo@warnercenter.org](#).

Training



Metro Rideshare upcoming briefings—where Los Angeles area employers can learn about the transportation survey process and services Metro has to offer—are Nov. 16 and Dec. 7 at 9:30–11:30 a.m. To reserve your space, email [rideshare@metro.net](#).

South Coast Air Quality Management District (SCAQMD) offers one-day ETC training for \$172.97. Upcoming sessions are Nov. 3 at SCAQMD offices in Diamond Bar and Nov. 17 in San Bernardino. Contact the SCAQMD's training program at [etctraining@aqmd.gov](#) or visit [aqmd.gov](#).

ON THE GO

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